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# CONSUMERS' GUIDE



Sweetening



# Rationing is fair play

*When you beat the ration, you defeat the Nation*

AMERICA'S sugar bowl is due to be smaller this year. How much smaller we can't be sure, but early February guesses make it about a third. That's playing safe. Less sugar may be brought into this country this year. More is needed for our allies. Some is needed for industrial alcohol.

So war, reaching into our kitchens, as into every corner of our lives, means less sugar for cakes and puddings, ice creams and jams. Your sugar ration book is the fair answer to the problem of dividing equally among us what sugar we're going to have.

Here's how rationing became necessary.

Normally, sugar from the Philippines and Hawaii, and from Cuba, Puerto Rico, and other Caribbean areas, plus the sugar from

our mainland sugarcane and beets, fills our American sugar bowl to the top.

THIS YEAR, WAR HAS CHANGED THAT PICTURE. No sugar at all can reach us from the Philippines. Shipping shortages may cut our Hawaiian imports in half. More molasses to make industrial alcohol and sugar for lend-lease shipments to our allies may take a large part of this year's Cuban sugarcane. Part of the sugar from the other Caribbean countries must also be shipped abroad.

The 8 million tons of sugar we got in 1941 gave us a sugar bowl that was a record breaker. It included sugar that apparently was being hoarded, perhaps as much as a million tons.

We aren't really accustomed to eating that much sweet stuff. In the 5 years before 1941, we got along on the average with more than a million tons less a year, or about 6,800,000 tons. We were eating about 104 pounds of sugar each in those years. Right now we are not counting on having more than 5,300,000 tons to go around. That would mean 77 pounds for each of us.

People in Europe, except the British and the Swedes, in recent peace years, have been used to much less sugar than we had. In Norway, they had about 76 pounds a person; in the Netherlands, about 63 pounds; Germany, 59 pounds; France, 57 pounds; Italy, 19 pounds.

Out of those 77 pounds we're figuring on

this year, commercial users must have about a third; hotels, restaurants, institutions that feed people who don't eat at home will take their share; and some must be held in reserve for home canning needs next summer. The result is the ration allowed you. Canadians and the British are also rationed; the former get 12 ounces, the latter 8 ounces, a week.

**GETTING ALONG WITH A THIRD LESS SUGAR** means 2 things: (1) that we'll eat fewer sweets and use other foods to supply the fuel or energy our bodies need, and (2) that we'll learn how to substitute, as far as we can, other sweetenings for cane or beet sugar in many of our foods, to make those rationed ounces go farther.

Nutritionists believe that many of us don't need all the sweets we're accustomed to eating, anyway. We sometimes let them crowd out the protective foods that are essential to sound, healthy bodies. Some experts say, too, that too much candy and other sugar foods may encourage dental decay. Lots of fruits are naturally sweet and they can make up for part of the slack in your sugar bowl. The fuel or energy that sugar supplies in our diets we can get just as well from other starchy foods like potatoes, beets, corn, wheat, and cereals. A well-balanced diet that includes plenty of these foods will give the average person all the calories he needs for healthy activity. And, they contain other food nu-

trients essential to health that refined sugar lacks. In other words, you get more health values for your money from them.

Fortunately for most of us, who like the flavor of sweets, sugar isn't our only sweetening. Honey, corn syrup, and corn sugar, maple sugar and syrup, sorghum syrup, can all substitute for cane or beet sugar to some degree. Last year, these other sweetenings added another 15 pounds per person to our sweets total. Twelve pounds of the syrups, 1½ pounds of honey, and 2 pounds of corn sugar were spread on bread, poured over waffles and griddle cakes, and made into candy and iced cakes for the average sugar-hungry American. This year, these sweetenings are on hand to fill part of the gap left by that loss of 2½ million tons of imported sugar. But you had better watch prices. No top prices have been set and no rationing ordered on any of these other sweeteners.

Officials believe that supplies of syrups, except molasses, can be increased a little above last year's totals, though not much because it is difficult today to enlarge plants where they're manufactured. Plans for encouraging bigger honey and sorghum production are being studied, too.

Most of these other sweetenings aren't quite as sweet as sugar, and they rate a little lower in energy-producing or caloric value. In mineral content, though, some are richer than refined cane sugar. The table on this page shows how they compare.

Type	Calories per lb.	Iron	Calcium
<b>Cane and Beet</b>			
Sugar.....	1,805	None	None
Cane Syrup.....	1,215	Good	None
Corn Syrup.....	1,345	None	None
Molasses.....	Lt. 1,180 Dk. 1,000	Excel.	Good
Sorghum Syrup.....	1,215	Excel.	Good
Maple Syrup and Sugar.....	1,160	None	Good
Honey.....	1,450	None	None
Dextrose (Corn Sugar).....	1,805	None	None

**SMART CONSUMERS WILL LEARN HOW TO** use these other sweetenings in place of refined sugar in recipes. Corn syrup and dextrose (which is corn sugar), because they have little flavor of their own, are most widely used as sugar substitutes, chiefly by bakers, candy makers, and food manufacturers. Because they are less sweet, both by measure and by weight, than sugar, you have to use more of them to replace the cane or beet sugar that a recipe calls for. Bureau of Home Economics specialists have worked out these rules for substitution.

In beverages, puddings, custard and sauces, you can use corn syrup in place of sugar as the only sweetening. But you have to use twice as much to get an equally sweet product. When you use corn syrup, all the other

**AMERICANS** last year ate 3/10 of a pound apiece of maple syrup on their breakfast waffles and griddle cakes, or in maple-flavored ice cream and candies. To be of first quality, maple syrup must be made from sap that was gathered at just the right time. If the sap was tapped too late in the spring, the syrup will have what experts call a "buddy" flavor. Sap buckets show on the left.

**SORGHUM**, kin to sugar cane, is raised in a wide belt extending from the northern part of the cane States to southern Indiana and Illinois and westward. The plant yields a thick dark syrup, with a distinctive sharp flavor, that's used like molasses in cakes, cookies, and puddings. Like molasses, it can be converted into industrial alcohol. Farmers are asked to plant more sorghum this year.



liquids in the recipe should be reduced one-fourth.

In muffins, plain cakes, and drop cookies, corn syrup may be substituted measure for measure for sugar and the liquid in the recipe reduced one-third.

In sweet cakes and candy, you can replace one-fourth of the sugar with an equal amount of corn syrup, but remember, when you use corn syrup, to cut down the other liquids one-third.

**CANNED FOODS AND JELLIES CAN BE MADE** with three-fourths refined sugar and one-fourth corn syrup. Half the sugar in stewed fruits may be replaced with corn syrup. Frozen desserts, too, can be made with one-fourth corn syrup. Using corn syrup improves their texture.

Molasses is the secret of success in gingerbread, baked beans, Indian pudding, Boston brown bread, and many cakes and cookies. In most of these recipes, you can use sorghum syrup, instead, if you like.

Maple sugar can be substituted for granulated sugar in recipes where you'd like a maple flavor. You use  $1\frac{1}{3}$  cups of maple sugar for each cup of cane or beet sugar the recipe calls for.

Honey, oldest of the sweetenings, is especially good as a sweetening for raw fruits. Its delicate flavor makes it a delicious spread for bread. You can put it on your morning cereal, use it in combination with nuts, chopped dried fruits, cream cheese, or peanut

butter as a sandwich filling. It makes a fine sauce for ice cream, and you can use it half and half with refined sugar in hard sauce.

One-fifth of honey is water, but when you substitute honey for refined sugar you have to reduce the amount of other liquids in the recipe even more than that. Experiments have shown that the amount of reduction varies according to the consistency of the honey and the proportion of honey you use. For instance, if you substitute medium thick honey for all the sugar in a recipe, reduce other liquids one-half. If you use half honey, half sugar, reduce other liquids one-fourth. Bake all such cakes and quickbreads at a moderate temperature to keep them from browning too fast and to retain the honey flavor.

Honey takes up moisture rapidly, so it is especially appropriate in foods that you want to stay moist a long time, like fruit cakes, steamed puddings, cookies, and candies.

Honey can replace half the sugar in jellies, jams, and preserves, too. If you use more than half honey, though, the flavor of the fruit and the consistency and color of the product will be changed somewhat. Honey can be used, measure for measure, in place of molasses in gingerbread, brown bread, and steamed puddings. Since honey is less acid than molasses, leave out the soda and increase the amount of baking powder to 1 teaspoon for each  $\frac{1}{2}$  teaspoon of soda the recipe calls for.

Recipes for using honey in other foods are given in the U. S. Department of Agricul-

ture Leaflet No. 113, "Honey and Some of Its Uses." Write the U. S. Department of Agriculture, Washington, D. C., for a free copy.

THERE IS NO POINT IN DODGING THE FACT that even by making full use of all these substitutes, you may still be unable to serve as many rich desserts, cakes, and cookies as you have been used to. So here are some suggestions (you'll be able to think of others) that will help you sweeten your days.

Dried fruits contain plenty of natural sugars. Dried apricots and dried peaches make good snacks just as they come; cooked, they make desserts that don't need much sugar.

When you stew fruits add the sugar toward the end of the cooking period. It takes less to sweeten them when you do. Adding a pinch of salt, too, will help bring out the sweet taste.

Serve salads with canned or fresh fruits as desserts instead of cakes, pies, or puddings.

Cottage pudding with fruit sauce takes little sugar.

Fruit juices, like grape, prune, orange, and grapefruit, can take the place of the soft drinks you'll do without.

Make your gelatin desserts with fruit juices for sweetening.

Above all, don't waste sugar by putting too much in your coffee cup, leaving some undissolved in the bottom. Try using less on your cereal, too. You may find you like it just as well.

**LOUISIANA AND FLORIDA**, the States that supply us with the cane sugar grown in continental U. S., have boosted their production of sugar to double the amount produced 7 years ago. More than  $4\frac{1}{4}$  thousand tons have been coming from these 2 Southern States.

**CONGRESS** has increased by a third the benefit payments to our beet sugar producers. This, plus higher sugar prices, should mean greater production. In the last 3 years we've been getting 1,735,000 tons a year. It will take many hands to boost that higher.





THE NEWSBOY does not leave papers at this house, the letter carrier delivers no magazines to it, and there is no radio. If you want to tell the householders anything about nutrition you have to do it in person.

a capital city. Some of the houses that were new the last time Blackbeard, the pirate, came home still line the main street.

In and around Wells, population 361, where the chief industry is tobacco growing, the Government has been taking a look at a part of itself, nutritionally speaking.

Two anthropologists made the study, and this is how they describe what they did. They inquired into food tastes and habits; opinions concerning food values; the relation of food purchases to income; the kind of equipment available for preparing foods; gardening habits; opinions and attitudes regarding Government nutrition programs; age differences in food preferences; folk beliefs about foods. A fair sample from among the families was interviewed.

ABOUT THE FIRST THING THE RESEARCHERS discovered was that the people of Wells have a prejudice against milk. Close to a third of the people interviewed said they "dislike the stuff." They complained it smelled too much like a cow for them, or that it disagreed with them, or that it didn't "set well on their stomach." About two-thirds of the families said they took milk occasionally in some form or other, but the milk drinking they did was small. There were relatively more farm families than town families with the milk drinking habit.

When you look around the town of Wells you understand why milk drinking is not more general. There are practically no cows. Farmers say cows get scrubby as soon as they get to Wells. Dairy experts say there is no reason why dairying cannot be successful here, but the fact is there is no dairying to speak of. The last dairy farmer in the locality gave up dairying for lumbering. What fresh milk is sold, sells at 18 cents a quart; a tall can of evaporated milk retails at 10 cents, and powdered milk, which has some sale in Wells, retails for 65 cents a pound.

Most of the milk is drunk by infants who get it in cans for a brief period before they graduate to the fat meat and corn bread their elders eat. One thing about the milk prejudice is that the poorer the people are the more evident the prejudice is. It is conceivable that if incomes went up generally, the prejudice against milk drinking might disappear.

LEAN-MEAT EATERS WERE ABOUT AS SCARCE as milk drinkers. Close to two-thirds of the

## Let's look it in the eye

**Results of one study, showing the kind of job our food programs must do if they are going to take in everyone, challenge all of us**

AMERICANS want the truth straight because you need it straight to know what you are doing.

It is not just that we can take it. When we know what is what, we can look at things the way they are and then do what needs to be done.

And if we do it wrong the first time, we can stand knowing about our mistakes, too. Then we can do it over, right.

Take nutrition and the truth. At the National Nutrition Conference last year, Eleanor Roosevelt commented on one thing that impressed her very much about the meeting. "I am very glad that we have the courage to acknowledge that we have a great many undernourished people."

Our national nutrition program itself is an acknowledgment not only that we have people who must get better meals, but that getting better meals to handicapped people is a duty resting on all of us.

People responsible for the national nutrition program began to ask themselves, as soon as the program got going, how many different ways should they tackle this job.

THE NUTRITION DIVISION OF THE OFFICE OF Defense Health and Welfare Services and its Nutrition Advisory Committee decided to find out how help should be got to one kind of community where many meals were below the safety line, where many families are handicapped by meager incomes, and to which it is difficult for nutrition programs to reach. In short, this experimental study would turn its searchlight on a fairly isolated community. Intentionally, it would choose a setting that is not typical of most of America's families, but one along the fringe of life. Fringes are important, too.

Investigators were sent to a small rural place. You can call it Wells. Wells is a very old town. Before the Revolution it was

families said they never ate lean meat. Half of them never ate chicken. When families did eat lean meat, it was a beef steak (as a kind of rare celebration), chicken, and the lean meat in pork. Beef is expensive in Wells. No beef cattle are raised there. Most families do raise hogs, but many of the hog raisers sell the lean part of the pork and subsist on the fat cuts. Ask a man why, and he explains that he cannot chew lean meat with his false teeth.

You can chew eggs with false teeth but only half of the families ate eggs. The farm families that did not eat eggs traded them to the traveling store for fat meat or snuff.

Fish, plentiful in nearby waters, is reported as eaten by 23 percent of the families. More whites than Negroes, more farm-owning families than non-owning families, eat fish.

**PRACTICALLY NOBODY IN WELLS, SO FAR AS** the researchers could find out, knew anything about enriched flour (that is, white flour to which are added some of the Vitamin B<sub>1</sub>, iron, and niacin that are milled out of the whole grain). Only one small order of enriched flour had reached the town.

Flour, enriched or not, is an important part of diets in Wells. There are hot biscuits or cornbread for breakfast, dinner, and supper. Gravy is made out of flour, and lots of gravy is eaten. Corn dumplings made from white corn meal are a gastronomic feature of Wells, too.

"In summer," a woman said, "our family, 6 head, eats 98 pounds of flour in 2 weeks."

Hot biscuits have a decisive influence on the kind of flour most people use in Wells. To make the biscuits, almost everybody interviewed bought self-rising flour consistently. They seldom bought plain white flour; of those that did, one (fallacious) reason given was that self-rising flour causes cancer. About 2 in a hundred families use whole-wheat flour, while around 3 in a hundred raise their own wheat for flour.

Inquiries on corn meal showed how much more people know about feeding chickens than they know about feeding themselves. About everyone in Wells knows that chickens lay better if you give them yellow corn meal instead of white corn meal. Offhand, they did not know that the Vitamin A in yellow corn meal accounted for the greater productivity, but they did know there was something in yellow corn meal. Yellow corn meal, they say (rightly), is also good for hogs and hunting dogs. But when it came to eating corn bread, or corn pone, or corn dumplings, the typical family insisted on white corn meal. "I swapped my yellow

corn meal for white," a man said. The man who took the yellow meal in the swap probably used it for his chickens.

In Wells, as elsewhere, you can save money when you go shopping if you buy in larger quantities and get quantity reductions. The people most in need of this economy in Wells say they are not able to afford it. The better-off families bought flour in 24-pound sacks, or occasionally in barrels. The less well-off bought their flour in 12-pound sacks.

**YOU HAVE SOME IDEA, NOW, OF WHAT THE** Wells-ers eat. A menu for a typical poor family should sharpen up or give a better idea. This is it:

**Breakfast:** Fried corn bread, fat meat, leftovers from day before, cabbage, potatoes or string beans.

**Dinner:** Fried corn bread or corn dumplings, collards or cabbage, sweet or Irish potatoes, fat meat.

**Supper:** Leftovers from dinner.

If you dig into Wells' nutritional problems you must come, finally, up against basic economic problems; tenancy and the cash cropping of tobacco. But there are many single things people can do to improve their diet and their position economically, without waiting for their major pocketbook problems to be solved.

Gardens, for example, help to make a diet more healthful.

Wells families have gardens; that is 4 out of 5 do. But these are summer gardens. Less than half have winter gardens supplying them with protective foods. Less than half of the families preserve foods as well as produce them.

The people who had no gardens at all said that they had no space, or that it was cheaper to buy vegetables. The failure to plant winter gardens was blamed on many things. Some families said they had planted seeds 3 years in a row only to have the seedlings wither every time. Tenant families said they intended to move. "We don't aim to spend the winter in this place." Weeds got some winter gardens; root rot destroyed others; animals rooted some up; worms chewed others. There wasn't anyone to work in the garden. Spray cost so much the garden wasn't worth it.

**WOMEN DIDN'T PRESERVE FOOD, FIRST OF** all, because they said their large families ate up all the food as fast as it grew. Children in Wells come along pretty fast. A mother calls her youngest the arm baby, the next one is the knee baby, and the one beginning to toddle is the shirttail baby. Canning vege-

tables is new for many. A few women have learned how, but many still think of canning in terms of fruits. It is newfangled enough so that one woman who put up 400 quarts of vegetables heard her neighbor remark, "Good heavens, I wouldn't go to all that trouble."

Lack of equipment might have had something to do with the tendency not to conserve food. Not more than one in three of the families had ice boxes; well under half indicated they had canning jar to use if they did want to can, and pressure cookers among the families were rare.

No family actually said that the lack of equipment kept it from canning. The researchers commented, in fact, that the people without equipment seemed somehow to regard their lack of equipment as an unchanging aspect of the world as they lived in it.

**OBVIOUSLY THE PEOPLE OF WELLS HAVE A** nutritional problem. Are they aware of it? In a way, yes. Some have notions, such as these, about:

Self-rising flour is bad for you. (Wrong.)

Oysters often make people sick. (No oftener than other foods, provided they're fresh.)

Don't eat crabs and sweets together. (Wrong.)

Milk will fatten you quicker than candy or cake. (Wrong.)

Tomato seeds will give you appendicitis. (Wrong.)

Beefsteak is a little strong for children. (Not if it is prepared right for children old enough to eat it.)

A constipated child can be helped by fruits. (Something there.)

If you have rheumatism, better get your teeth drawn. (You had better see a doctor and find out what's wrong with you before you have your teeth pulled out.)

People in Wells do not feel as well as they might. They buy many patent medicines, frequently tonics, for that run-down feeling and for specific complaints. Someone in a fifth of the families interviewed said he had indigestion. Lesser complaints reported were constipation, lack of appetite, overweight, "stomach cancer." The researchers estimate that a quarter of the families had someone in them with anemia.

While the Wells-ers do connect the way they eat with the way they feel, they do not attach too much importance to food. For example, they apparently do not day dream about food. If you had twice as much money as you have now, what would you do with it? Ask that of a Wells-er. Seven percent

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would buy more fruits, 4 percent more milk, 2 percent more meats, 2 percent more vegetables. If things should get worse, and the Wells-ers should have only half as much money as they have now? Well, in that case most people would buy their flour first. They have to have flour.

THESE ARE THE PEOPLE OF WELLS, THIS IS the way they eat, and what they think about food. But in the last year or so there has been a nutrition campaign on. There have been magazine articles, radio programs, newspaper features, all about food and health. What effect has the nutrition campaign had on the people of Wells?

Not more than 1 out of 10 Wells families had heard of a food campaign. About 4 out of 10 had read recipes and articles on cooking at some time or other. Nutrition is a word that must be explained in Wells. When it is explained, a woman is likely to say, "I don't fool with recipes"; or, "The recipes in the paper are too frilly"; or, "They take things I don't have anyway."

It is not strange that these families do not know about the nutrition campaign. Two-thirds do not take newspapers or magazines. Still fewer have radios.

The Home Demonstration Club might be a channel for information, but only 1 in 10 of the families interviewed, mostly the better-off ones, belonged to it. There is no Home Demonstration Club for Negroes.

Since most of the families are farm families whose incomes derive in part from Federal Farm programs, conceivably they could be influenced from that direction.

Actually most of these families have only the vaguest notion of what the various Government agencies do. The Government is popular with these people. It is a good Government, they feel. They trust it. But when it comes to understanding what it is doing, they say, "Law, I don't know anything about those things."

"Comeback money" is what the farmers call their Soil Conservation and Triple-A payments. The "comeback" money is important in their annual budgets, and yet not one of the families interviewed knew that it was possible to earn a Triple-A payment for a farm garden.

Under the national nutritional campaign each county will eventually have a county nutrition committee, but there is no such committee in Wells yet.

There are also other plans designed to encourage farmers to produce more food for

home consumption. Knowledge about these programs is scanty.

The Home Economics department in the school system is too new to have had any influence on the community yet.

The nutritional landmark in Wells is the school lunch program that operates in all the consolidated schools. The parents approve of it, emphatically, but it presents problems, too. Even cheap food is too expensive for poor people. Families with a number of children cannot afford to pay 10 cents a child for the plate lunch, or 5 cents a child for soup or collards. The children who apply for free lunches are made fun of by the other children. And even if the children can stand the ridicule, the number of free lunches available is far less than the number needed.

What the parents would like is a system whereby they could pay for their children's lunches with food to be used in the preparation of the lunches. A plan like that, approved by Government experts who know, did operate once, but it was abandoned. Other communities have found such an arrangement successful.

WALKING INTO WELLS AND LOOKING AT the 200-year-old houses, the 50- and 60-year-old sharecropper cabins, the piles of ballast stone along the river deposited there 200 years ago, you might make a snap judgment, and say, "Well, here is one place where nothing changes." That's where you'd be wrong.

The people of Wells are changing. Their food habits are changing. They have the capacity in themselves (and that is the basic point) to charge forward rapidly.

One evidence. Children's food preferences are not like their parents'. Ma and pop may like fat meat and corn dumplings, but the kids like milk, sweets, soup, lean meat, ice cream. Some kids, too, clamor for yellow corn meal in homes where the white kind is served. The younger adults listen to the radio. One lady said, "Yes, I know about vitamins, we all eat yummies, the vitamin breakfast cereal."

The older people, thinking about their youth, note the changes. Some of the changes are for the better, some are not. People used to eat just bread and meat 3 times a day. Now people eat more kinds of food. People never ate salads years ago, now some of them do. On the other hand, in days gone by, people used to produce more of their own foods. Flour used to be creamy colored, and people used to eat yellow corn meal.

That's Wells, and that is one town where the nutrition campaign is going.



YOU GO to the store for flour, sugar, fat back, and conversation. The talk is about crops, neighbors, hunting, and the war. Between times people around the stove swap advice, too, on how to cure what ails you.



WHEN the word-of-mouth remedies the old folk recommend do not work, people go to the druggist for medical advice and tonics.



THE ROLLING STORE reaching out into the country takes eggs and chickens in exchange for snuff, soft drinks, and candy.



WITH THE AID of the WPA and the Surplus Marketing Administration there are hot lunches in the schools to help out poor diets, but not enough free hot lunches to take care of all the children who need them. Parents would like to pay for hot lunches in garden produce and home canned foods.

# No fat for wasting



**MORE FATS** than most countries ever dreamed of will be produced in the United States in the 1941-42 crop year.

In a year like 1940, America's supply of food fats and oils, divided equally, represented some 50 pounds per person:

- 17 pounds of butter
- 15 pounds of lard
- 10 pounds of cottonseed oil
- 3 pounds of soybean oil
- 1/2 pound of peanut oil
- 1 pound of corn oil
- 1/2 pound of edible tallow
- 3/4 pound of oleo (meat fat)

Now, for the year beginning July 1, 1942, we are aiming at this much more than in the 1940 crop year:

- 3 percent more butter
- 41 percent more lard
- 104 percent more soybean oil
- 300 percent more peanut oil
- 400 percent more corn oil
- 14 percent more edible tallow
- 16 percent more oleo oil and oleostearin

Yet with all that additional fat, the job ahead demands that consumers exert themselves particularly to conserve food fats and oils.

Why?

In the case of food fats and oils, loss of

imports is not serious. Imported food fats and oils have been a small part of the total fats used in foods. Some have been used in margarine and some as ingredients in foods like candy, mayonnaise, and cakes.

IF EATING WERE THE ONLY USE OF FATS AND oils, the loss of imports would not be important. But fats and oils have important uses in war industries. High gear industrial activity in 1942 will shoot fat and oil consumption up 1.6 billion pounds over 1940. If imported fats and oils are not at hand for industrial purposes, then the war industries will reach out for domestically produced fats and oils that would ordinarily be made into food.

More important, the United States is now

one of the pledged nations among the United Nations. America will redeem part of its pledge by supplying food to the people and fighting forces of the United Nations. American food shipments will include some of the food fats and oils—lard, maybe others.

What emerges is that there is no fat around for wasting.

Take a family with 4 persons in it, Mister and Missus and 2 children, who must keep healthy, who like food that has some taste to it, who have to watch their pennies, and who want to be on the winning side of this war.

The Mister works hard; he needs 1 pound of fat a week. The Missus is moderately active; she needs 13 ounces of fat a week. Johnny, who is 14 years old, needs

## The more waste the less speed in doing America's job in war

1 pound and 2 ounces of fat a week, and Liz, age 11, needs 12 ounces of fat. That adds up to 3 pounds and 11 ounces of fat a week.

The fat in the family's diet can be butter, margarine, lard, fatty bacon, fat back, and cooking and table oils and fats of various types.

The Missus in the family wants to figure out a way to get the fats she needs as economically as possible. First trick is to learn all the different uses for the kinds of fat that are lower priced.

With the help of the chart on page 10 you can do what the Missus might have decided to do—find out new uses for familiar fats.

When the Missus buys fats she also stands a better chance of getting along if she takes advantage of quantity prices. A pound can of one hydrogenated vegetable fat in a Washington store in the 4th week of January cost 23 cents, but the same fat bought in a 3-pound can cost only 20 cents a pound. Lard in a pound package cost 17 cents, but in 3-pound quantities it cost 15 cents a pound. One vegetable oil cost 25 cents bought by the pint, but 18 cents a pint when bought by the gallon. Corn oil cost 26 cents per pint can, but 21 cents a pint when bought by the gallon.

Bacon is considerably cheaper when

bought in the piece with the rind, which, incidentally, should not be thrown away but should be used twice, once to grease the frying pan, once as a flavoring for soups or vegetables.

There is one buying malpractice that must be avoided like the plague if people want to keep down the price of fats (or any other food). No hoarding. No single act will more certainly send the price of food fats skyrocketing than an attempt to get the jump on your neighbor by laying up quantities of food fats. Hoarding, which is just as low a practice on the buying end of the counter as profiteering is at the selling end, is not only a dirty trick to play on your neighbor and your country, it does not even help the hoarder. You cannot hide enough food fats in your basement to take care of your needs throughout the war. Hoarding sabotages our economic machinery, and operates to bring about the very deprivations the hoarder seeks to avoid.

Shifting around from one fat to another, not hoarding, buying fats in quantities—all 3 practices save money for consumers, but these measures do not save fats, and fats must be conserved.

If every family saved only 6 ounces of fat a week, the yearly saving would come to about 500 million pounds; that is the amount

of fats and oils you get from 2½ million acres of peanuts.

EVERY HOUSEWIFE INVENTS LITTLE TRICKS from day to day to save herself effort, or time, or money. Now she can put her mind to ways of saving fat, knowing that her small but essential contribution is adding up to an enormous total contribution to her Nation.

Naturally, fat saving tricks are homely, but they are not unimportant because they are homely. Here are some suggestions:

Save and use any fat trimmings from roasts, steaks and chops. They can be melted in a double boiler, strained, and used as cooking fat, or they can be used for flavoring soups or vegetables, or for frying.

Save your meat drippings, bacon grease, and bacon rinds. They can be used to flavor other foods or clarified to use in cooking.

The scraps of butter, lard, or margarine that cling to their wrapping papers make the greasy paper usable in greasing pans.

When you open a can of salmon, or tuna fish, or sardines, or any other fish, do not throw the oil away. The oil is energizing like all food fats, and what is more, it contains valuable vitamins. Serve it with the fish.

THE BRITISH, WHO HAVE NO FAT AT ALL TO spare, treasure every morsel they can get their

**TAKE HOME** the meat trimmings and suet that you pay for. You can use them for frying or flavoring vegetables and soups and put less demand on other fats. When you roast or broil meat, cut away excess fat. Don't let it go to waste in the broiling pan or the baking pan.

"**FOOD** will win the war and write the peace," says the Secretary of Agriculture. Here is Lend-Lease lard being loaded for shipment to one of the United Nations to help win the war. United Nations' food fat requirements make fat conservation essential in our country.



hands on. One practice recommended by the Ministry of Foods might work in your house. The British skim the crusted fat off cold soups and stews and save it until they have enough to work with. Then they clarify it.

You can clarify the fats you salvage, so they are free of objectionable odors, taste, or colors, this way. Melt the fat with at least an equal volume of water. Heat the mixture at a moderate temperature for a short time. Stir it occasionally. Let the mixture cool. Remove the fat. Scrape off any bits of meat or other material sticking to the under side of the layer of fat.

You can cut down on butter waste by cutting pats small enough so that no trace of butter is left on the rim of your plate.

When a recipe calls for a fat or oil, make sure you measure out the exact amount required. Measuring oil is simple, and so is measuring a hard fat if you know how. If a quarter of a cup of hard fat is called for, fill your measuring cup  $\frac{3}{4}$  full with cold water. Then add fat until the cup is filled. Pour the water out and the remaining fat is the exact amount you need.

When you start substituting one fat for another in recipes, you should remember that lard is 100 percent fat, butter and margarine are 80 percent fat (the rest is water and a small amount of protein), and that some hydrogenated vegetable fats, while they are 100 percent fat, are bulkier than lard because they have been whipped up with gas.

If you use butter in place of lard or some other 100 percent fat, use 2 extra tablespoons for each cup of lard called for. The same

### Best ways to use food fats

Food fats	Bread spread	Pan frying	Deep fat frying	Shortening	Flavoring	Salad oil
Butter	X	X		X	X	
Lard		X	X	X		
Margarine	X	X		X	X	
Hydrogenated vegetable fat		X	X	X		
Peanut oil		X	X			X
Soybean oil		X	X			X
Bacon & fat back		X			X	
Fowl fat	X	X		X	X	
Meat fat		X			X	

rule applies when you substitute margarine for a 100 percent fat.

If you use lard or a 100 percent fat in place of butter or margarine use a cup less 2 tablespoons of fat for each cup of butter or margarine the recipe demands.

Creamed hydrogenated fats may be used measure for measure in place of margarine or butter. When you replace lard with a hydrogenated vegetable fat, use an extra tablespoon and a half for each cup of lard asked for.

**FAT SHOULD NEVER BE PERMITTED TO** smoke, for smoking is the signal that the fat is beginning to decompose. Fat that has been heated until it smokes turns rancid more rapidly.

When French frying, you never fill the pan more than  $\frac{2}{3}$  full, and you do not go off and leave the fat boiling. If you do, you

may come back and find your kitchen in flames.

To tell whether the fat is hot enough to drop the potatoes or doughnuts in, you can use either a thermometer, or the bread cube test. For this test, you take stale bread and cut it into inch cubes. When a bread cube is dropped into hot fat it will brown in 60 seconds when the fat is 365 to 375 degrees; it will brown in 40 seconds at temperatures from 375 to 385 degrees, in 20 seconds at temperatures from 385 to 395 degrees. The temperature you want depends on what you are frying.

Among fats, butter and margarine are relatively perishable. They should be kept in the refrigerator, covered, so they do not absorb other food odors. The other fats and oils keep well if stored in a tightly covered can, jar, or bottle in a dry, cool, dark place.

**BUTTER** is too valuable to waste. Keep the pats you serve small enough so that no butter is left on the plate.

**FAT** used in deep frying can be clarified and used over again. Heating fat until it smokes shortens its usefulness.



# Answers to milk quiz

**Check your answers with these, if you tried your luck on our February 15 posers**

**1.** The Standard Milk Ordinance is the ordinance recommended by the United States Public Health Service for adoption by States, cities, and counties. Designed to give communities pure, safe milk at reasonable cost, it establishes standards of sanitation and inspection of dairies and farms, penalizes milk that fails to meet those standards.

**2.** Properly pasteurized milk contains no harmful bacteria, but it does contain the useful lactic acid bacteria. Pasteurization is now regarded as the most practical method by which milk may be made safe for consumption. Despite what some people think, pasteurization causes no significant changes in the nutritional value of the milk.

**3.** Classes I and II, when used to describe milk, don't refer to quality at all. When dealers pay farmers for milk according to the use they put it to, Class I is the milk that is sold as fluid milk in bottles or containers. It brings the farmer the highest price. Class II milk is usually the milk which is sold to consumers as cream.

**4.** A milkshed is the vicinity around a city from which its milk supplies are drawn. The distance from which milk can be economically hauled to the city is an important factor in determining the extent of a milkshed. This may be modified by city or State regulations governing the inspection of farms. Such regulations usually provide that no milk may be sold in a city which comes from a farm which has not been inspected by the city's health department.

**5.** The price of butterfat in milk is measured in points above or below a set percentage of butterfat. For every point, or tenth of 1 percent, above or below a set percentage of butterfat that his milk contains, the price the farmer gets increases or decreases.

**6.** Certified milk is milk which measures up to sanitary standards that have been specified by the American Association of Medical Milk Commissions. It is milk, which has been produced and handled under the most rigid sanitary conditions. It must not contain more than 10,000 bacteria per cubic centimeter (not more than 500 per cc., if pasteurized)

and it must be delivered within 30 hours of the time it is produced.

**7.** Homogenized cream is practically impossible to whip. Homogenization reduces the size of the fat particles and distributes them evenly through the cream. Homogenized milk contains no cream line, that is, the cream does not separate from the milk.

**8.** Irradiating milk gives it extra Vitamin D content. The amount of Vitamin D, the ricket-preventing vitamin, found naturally in milk varies according to the feeding of the cow and the season of the year in which the milk is produced. Milk to which Vitamin D has been added by irradiation or other methods contains from 135 to 400 U. S. P. or International Units per quart. Suggested daily requirements of Vitamin D for infants or young children range from 400 to 800 U. S. P. or International Units. Vitamin D milk usually is sold as a specialty product at a higher price, and often is not the cheapest source for added Vitamin D in your children's diet. Wise consumers figure relative costs of different ways of obtaining their Vitamin D requirements.

**9.** Average milk contains about 4 percent butterfat. Nutritionally, the butterfat in milk is only one of the important nutrients it contains, but milk prices to farmers are geared to the butterfat content. When you pay extra for extra "richness" in milk, you're sometimes buying butter at rates that may range as high as \$3.00 a pound.

**10.** Coffee cream, under the Food and Drug Administration's standard of identity, contains not less than 18 percent butterfat. All such cream entering interstate commerce must conform to this standard of identity. In States where Federal definitions are given the force of State law, all such cream must live up to this definition.

**11.** The Food and Drug Administration standard of identity for light whipping cream requires a minimum butterfat content of 30 percent.

**12.** Calcium, necessary for good bones and teeth, and phosphorus, an important element of all living tissue—muscles, nerves and cells,

as well as teeth and bones—are minerals for which milk is valued. Calcium isn't obtainable from most foods, which is one reason why milk is very important nutritionally.

**13.** When farmers get \$3.00 a hundred-weight for milk, they're receiving 3 cents a pound or 6.45 cents a quart; to figure it out, all you need to remember is that a quart of milk weighs 2.15 pounds. Move the decimal point two steps left, multiply by 2.15, and there you are.

**14.** It takes about 10½ quarts of average-rich milk to make a pound of butter.

**15.** You can get about the same food values in 5 ounces of American (Cheddar) cheese that you get in one quart of whole milk.

**16.** About 117 billion pounds of milk were produced in the United States last year.

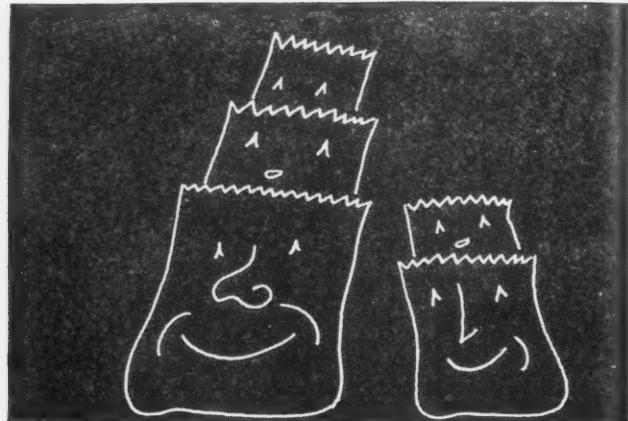
**17.** Good milk, properly pasteurized and sealed with a cover cap, may be kept safely for an indefinite period. At 50 degrees temperature it will also remain sweet for 72 hours or longer, although sour milk is not harmful. Once opened, care should be taken to avoid contamination through careless handling.

**18.** The U. S. Department of Agriculture does not perform any sanitary inspection of milk products before they are sold, but it does perform a quality grading service when requested for cheese and butter. Sanitary inspection is done by State, county, or local governments. Milk and milk products which enter interstate commerce are subject to the provisions of the Federal Food, Drug, and Cosmetic Act of 1938, and must conform to the provisions of that Act forbidding adulteration and misbranding. Cream, evaporated milk, dry skim milk, condensed milk, and certain varieties of cheese going into interstate commerce must measure up to standards of identity established by that agency.

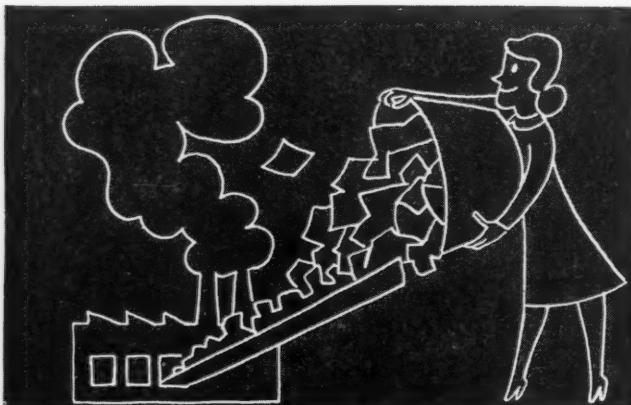
**19.** The Surplus Marketing Administration of the U. S. Department of Agriculture administers the Penny Milk Program, which lets children who need more milk buy it at a penny a half pint.

*Concluded on page 15*

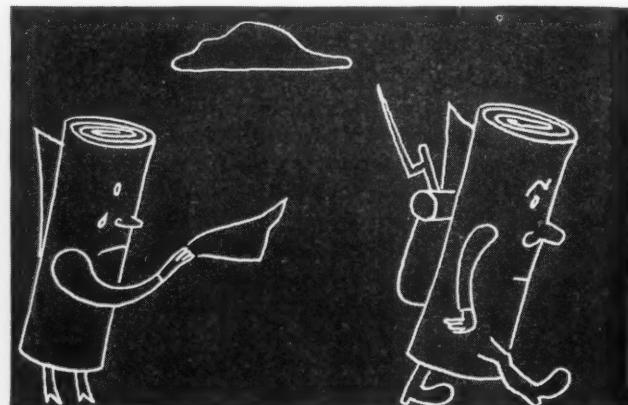
# **Victory marketers save on wrappings and carry their bundles**



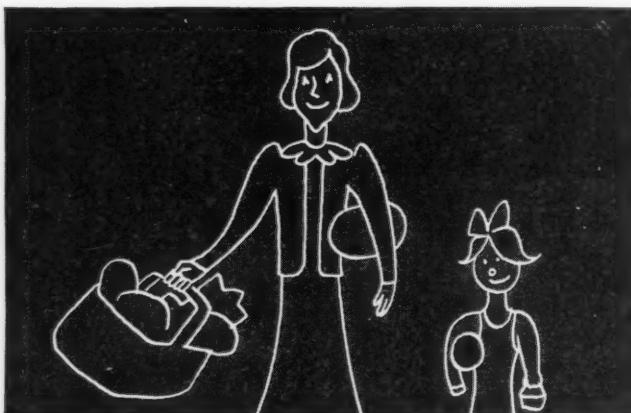
**1. WE'VE BEEN** the most wrapped up Nation there ever was—bags within bags, wrappings around wrappings, coverings over coverings, fancy and plain, for groceries, clothes, tires, letters, furniture, everything!



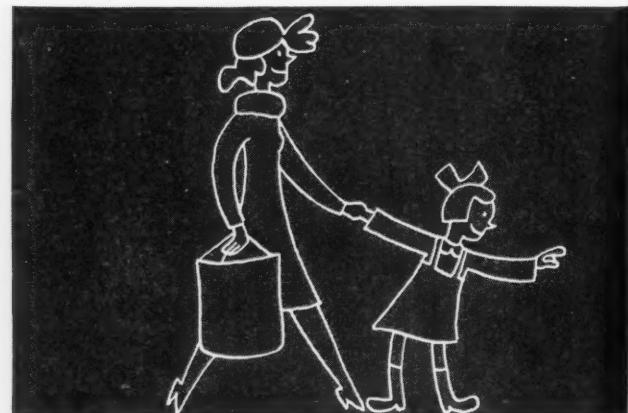
**2. NOW** our Nation needs mountains of paper for war. Factories must work first for war. War has cut off raw materials for wrappings brought from other countries. Goods for home use must come out of their bags.



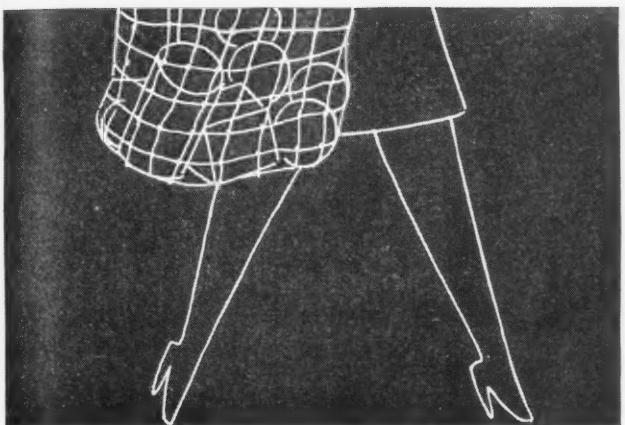
**3. IF** everybody cuts the use of paper for grocery bags 50 percent there will be 300,000 tons of paper freed for other more essential uses. See if you can cut in half—or more, if you can—the number of bags you use.



**4. GET** in style. Carry a market basket when you go to shop. It can be used over and over again. Be sure, if you buy one, you get it strong enough, but not too bulky or heavy when it's empty. Make sure of the handle.

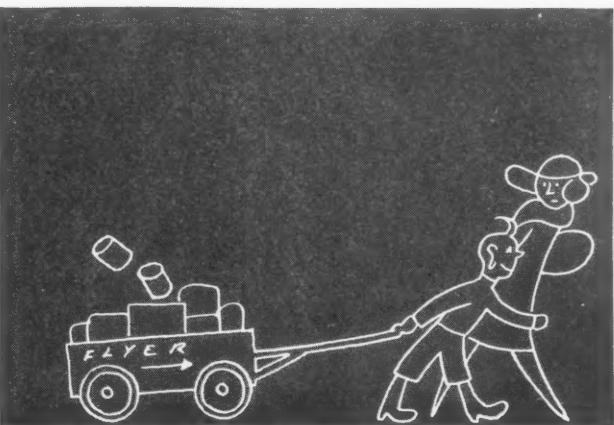


**5. OR USE** a large paper sack, the kind some self-service stores provide. For fun, mark yours with a little star each time you use it, and see how many stars you can earn before it must be discarded for a new bag.

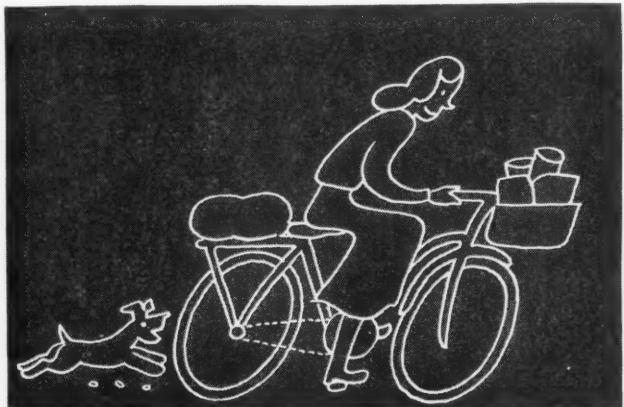


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**6. OR USE** a cotton string bag, like the bags that oranges and onions come in. They are easier to manage than baskets. With a little ingenuity and a little cotton string, you could make your own bag. Make it strong.



**7. OR TAKE** young Johnny's play wagon to market and pack it full with a week's grocery supplies. (You'll save if you buy all you need for a week at one time.) Maybe you can persuade young Johnny to go along.



**8. OR FASTEN** a basket to the handle bars of your bicycle, or keep an old carton in your automobile, or put your packages in the baby carriage. When you carry your own purchases you save on paper and delivery, too.

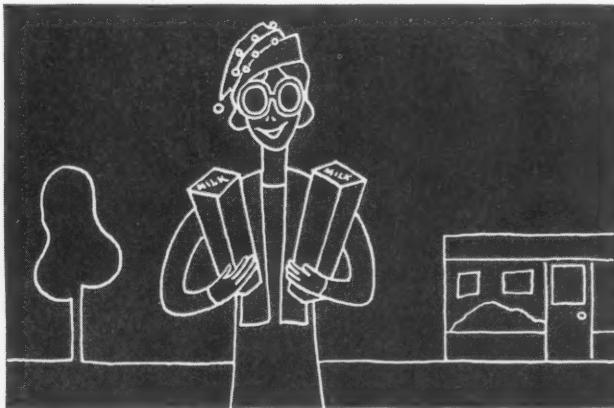


**9. DON'T ASK** the grocer to put every article you buy in a separate paper bag. Only food that is apt to sweat, leak, or spoil from touching other foods needs special wrapping. An old newspaper may be as good as a bag.

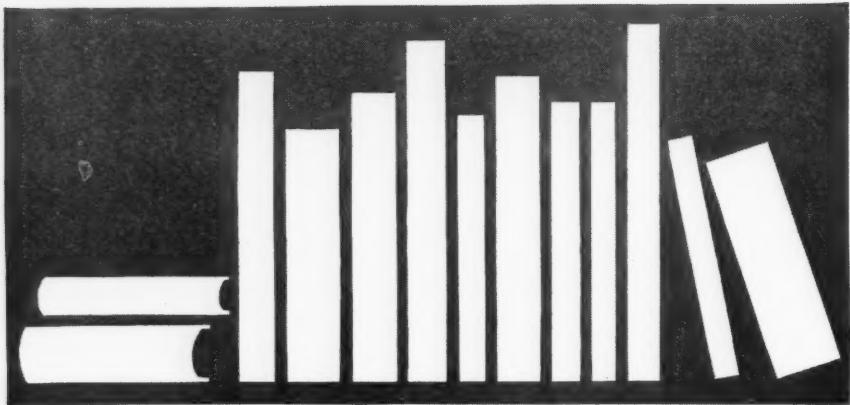


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**10. DON'T ASK** the grocer to use a bag or sheet of paper to wrap a package that is already wrapped by the manufacturer. It shouldn't hurt you to carry it home without extra paper covering. Each scrap will help.



**11. PAPER** is a "must" for some things you buy. When you stop wasteful, needless, frilly wrappings, you make it easier to provide for America's essential home front needs, as well as for those along our battle lines.



## Bookshelf for gardeners

**THE FARM GARDEN**, by J. H. Beattie and W. R. Beattie, Bureau of Plant Industry, U. S. Dept. of Agriculture. Farmers' Bulletin No. 1673. Revised 1936. 67 pp. Address: Division of Publications, Office of Information, U. S. Dept. of Agriculture. Free.

Clear and complete instructions on every step involved in extensive farm cultivation of vegetable crops.

**THE CITY HOME GARDEN**, by W. R. Beattie, Bureau of Plant Industry, U. S. Dept. of Agriculture. Farmers' Bulletin No. 1044. Revised 1938. 30 pp. Illustrated. Address: Division of Publications, Office of Information, U. S. Dept. of Agriculture. Free.

How to prepare land, plant, cultivate, and protect a small vegetable garden for home use.

**SUBSISTENCE FARM GARDENS**, by W. R. Beattie, Bureau of Plant Industry, U. S. Dept. of Agriculture. Farmers' Bulletin No. 1746. Revised 1938. 54 pp. Address: Division of Publications, Office of Information, U. S. Dept. of Agriculture. Free.

How much to plant and how to plant it, in order to secure year 'round supplies of fruits and vegetables for an average-sized family.

**DISEASES AND INSECTS OF GARDEN VEGETABLES**, by W. W. Gilbert and C. H. Pope noe, Bureau of Plant Industry, U. S. Dept. of Agriculture. Farmers' Bulletin No. 1371. Revised 1938. 57 pp. Address: Division of Publications, Office of Information, U. S. Dept. of Agriculture. Free.

Illustrated descriptive material for use in identifying insects and disease attacking garden vegetables; measures to use in controlling; formulae for insecticides and fungicides.

**DISEASE-RESISTANT VARIETIES OF VEGETABLES FOR THE HOME GARDEN**, by R. J. Haskell and V. R. Boswell, Bureau of Plant Industry, U. S. Dept. of Agriculture. Leaflet No. 203. 1940. 8 pp. Address: Division of Publications, Office of Information, U. S. Dept. of Agriculture. Free.

Listing and description of varieties of common vegetables which have resistance or immunity to diseases common to those vegetables.

**HOTBEDS AND COLD FRAMES**, by W. R. Beattie, Bureau of Plant Industry, U. S. Dept. of Agriculture. Farmers' Bulletin No. 1743. Revised 1941. 28 pp. Address: Division of Publications, Office of Information, U. S. Dept. of Agriculture. Free.

How to build and use hotbeds and coldframes in the culture of early plants for transplanting to the outdoors.

**VEGETABLE SEEDS FOR THE HOME AND MARKET GARDEN**, by W. W. Tracy and D. N. Shoemaker, Bureau of Plant Industry, U. S. Dept. of Agriculture. Farmers' Bulletin No. 1390. Revised 1936. 17 pp. Address: Division of Publications, Office of Information, U. S. Dept. of Agriculture. Free.

How to grow your own vegetable seed—for your own use, and on a commercial scale.

**PERMANENT FRUIT AND VEGETABLE GARDENS**, by W. R. Beattie, Bureau of Plant Industry, and C. P. Close, Extension Service, U. S. Dept. of Agriculture. Farmers' Bulletin 1242. Revised 1939. 19 pp. Illustrated. Address: U. S. Dept. of Agriculture, Washington, D. C. Free.

Gives brief instructions for the planting and care of the more important small fruits and perennial vegetables.

**GROWING FRUIT FOR HOME USE**, by H. P. Gould, Bureau of Plant Industry, U. S. Dept. of Agriculture. Farmers' Bulletin 1001. Revised 1939. 54 pp. Illustrated. Address: U. S. Dept. of Agriculture, Washington, D. C. Free.

Contains practical information for the amateur fruit grower on the cultivation of most fruits and berries. Includes lists of the varieties adapted to growing in different parts of the country.

### COMMUNITY GARDENING

**GARDENING AND FOOD PRESERVATION**. February 12, 1941. 31 Sections, Appendix. Circular showing the technique for conducting a WPA gardening and food preservation program. Address: Federal Works Agency, Work Projects Administration, Division of Community Service Programs. Free as long as the supply lasts.

**GUIDE FOR PLANNING THE LOCAL VICTORY GARDEN PROGRAM**. Prepared by the Gardens Committee of the Office of Civilian Defense in collaboration with United States Interdepartmental Garden Committee. Copies may be consulted at local offices of the Civilian Defense Councils.

### PRESERVING

**HOME CANNING OF FRUITS, VEGETABLES, AND MEATS**, by Louise Stanley, Chief; Mabel Stienbarger, and Dorothy Shank, Bureau of Home Economics, U. S. Dept. of Agriculture. Farmers' Bulletin 1762. Revised 1941. 48 pp. Address: U. S. Dept. of Agriculture, Washington, D. C. Free.

Contains detailed directions for canning acid and nonacid vegetables, sweetened and unsweetened fruits and meats, lists the equipment and utensils necessary for successful home canning, discusses causes of spoilage.

**HOME STORAGE OF VEGETABLES**, by James H. Beattie, Bureau of Plant Industry, U. S. Dept. of Agriculture. Farmers' Bulletin 879. Revised 1940. 23 pp. Illustrated. Address: U. S. Dept. of Agriculture, Washington, D. C. Free.

Gives information on storing late vegetables and root crops, including directions for constructing outdoor cellars, basement storage rooms, and outdoor pits in which families can successfully keep such vegetables through the winter.

**FARM AND HOME DRYING OF FRUITS AND VEGETABLES**, by Joseph S. Caldwell, Bureau of Plant Industry, U. S. Dept. of Agriculture.

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GUIDE

Farmers' Bulletin 984. Revised 1933. 46 pp. Illustrated. Address: Division of Publications, Office of Information, U. S. Dept. of Agriculture, Washington, D. C. Free.

Discusses the possibilities and limitations of drying fruits and vegetables, gives directions for the construction of portable driers, describes methods of preparing and drying foods, and their treatment and storage after drying.

MAKING FERMENTED PICKLES, by Edwin LeFevre, Bureau of Chemistry, U. S. Dept. of Agriculture. Farmers' Bulletin 1438. Revised 1927. 16 pp. Illustrated. Address: U. S. Dept. of Agriculture, Washington, D. C. Free.

Tells how to preserve vegetables by brining, pickling, and salting.

HOME-MADE JELLIES, JAMS, AND PRESERVES, by Fanny Walker Yeatman and Mabel C. Stienbarger, Bureau of Home Economics, U. S. Dept. of Agriculture. Farmers' Bulletin 1800. 1938. 18 pp. Address: U. S. Dept. of Agriculture, Washington, D. C. Free.

Discusses the principles of jelly- and jam-making, lists the equipment needed, describes the best methods of preparing fruit and containers, and gives recipes for making jellies, jams, preserves, and marmalades.

## Answers to milk quiz

Continued from page 11

20. A market-wide pool is a device used in paying milk producers under a classified price plan to equalize the price paid to different farmers. The money paid for the milk by the distributors goes into a pool and is then shared out to the farmers.

21. The largest amount of milk each year goes into the making of creamery butter. In 1940, 36,700,000,000 pounds of milk were used for creamery butter, 33,500,000,000 pounds were sold for fluid consumption, and 3,090,000,000 pounds were fed to calves.

22. Skim milk contains all the nutrients in whole milk except those contained in the fat. One quart of fluid skim milk plus an ounce and a half of butter will give you approximately the same nutrients you get in a quart of whole milk.

23. The word "surplus" as it is used in the milk industry usually refers to milk that is produced in excess of the fluid milk requirements of a market and which has to be used for manufactured dairy products.

24. The term "blended price" as it is used in the milk industry refers to the price the farmer receives for his milk under the classified price plan.

25. A good milk ordinance should provide for regular and careful inspection of both dairy plants and farms where the milk is produced, to insure a safe milk supply.

26. Curd is the coagulated material that forms when milk sours, or when rennet is added to make cheese. Whey is the watery solution left when the curd is removed from milk. The food value of cheese, or of the curd from which it is made, as a source of protein and fat, calcium, and phosphorus is well known, but whey is nutritionally valuable, too, for its calcium and phosphorus, milk sugar, one of the milk proteins, and riboflavin (Vitamin G). Experiments in using whey in wafers, candies, and soups are under way in the U. S. Bureau of Dairy Industry.

27. Buttermilk, cottage cheese, and many chocolate drinks are made from skim milk.

28. "Milk is the most nearly perfect food known" comes closest to the truth. Nutritionists say there is no one perfect food, but milk contains so many valuable nutrients that it is a specially desirable food.

29. The 14½-ounce can of evaporated milk selling for 8 cents is a cheaper source of milk

nutrients than a quart of whole milk that costs 15 cents. Seventeen ounces of evaporated milk give approximately the same food values found in a quart of whole milk.

30. Fat in milk contains the Vitamins A and D.



## An apology

CONSUMERS' GUIDE owes apologies and thanks to its readers.

The December 1, 1941, issue of the GUIDE included 36 Puzzle Posers for Consumers. Puzzle Poser No. 31 went like this: A No. 2 can of canned peas, say, sells for 16 cents, while a No. 2½ can sells for 18 cents. How much per ounce do you save by buying the No. 2 can?

Two weeks later the GUIDE, in the December 15, 1941, issue, stumbled over its own hurdle by replying (wrongly) that you save about .36 cent an ounce when you buy the No. 2 can.

Apologies are due to the readers who were confused or misled, or both, while thanks are owed to the many who shot the right answer back, unconfused, by practically return mail.

As alert GUIDE readers pointed out, the savings are made by buying the larger, No. 2½ can. At 18 cents, the 29 ounces of peas in the No. 2½ can cost 0.62 cent per ounce. At 16 cents the 20 ounces of peas in the No. 2 can cost 0.80 cent per ounce. By buying peas in the No. 2½ can, a saving of 0.18 cent per ounce is possible.

The moral the question tried to point, however, is not upset by the GUIDE's error. It is still a good idea to compare the price of food per ounce or pound when you are making your shopping decisions at the grocery store.

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OUR THANKS for photographs in this issue: Cover, Farm Security Administration; p. 2, Consumers' Guide; p. 3, FSA; p. 4, FSA, Extension Service; pp. 5 and 7, Ext.; p. 8, Consumers' Guide; p. 9, CG, U. S. D. A. Info.; p. 10, Bureau of Home Economics; back cover (top to bottom), CG, FSA, BHE, Agricultural Adjustment Administration, CG.

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"EVERY SINGLE MAN, WOMAN, AND CHILD IS A PARTNER IN THE MOST TREMENDOUS UNDERTAKING OF OUR AMERICAN HISTORY."

—(President) Franklin D. Roosevelt.

## Don't waste money

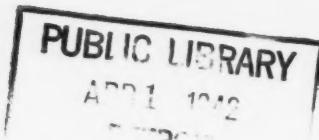


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## CONSUMER TIME

Consumer Time is produced by the Consumers' Counsel in the Department of Agriculture, and is presented in cooperation with United States Government agencies working for consumers.

Reference Pool  
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March 15, 1942

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## CONSUMERS' GUIDE

MARCH 15, 1942 :: VOLUME VIII, NUMBER 10

*A publication of the Department of Agriculture, Washington, D. C. Issued monthly from June through September; semimonthly from October through May. Prepared by Consumers' Service Section, Consumers' Counsel Division.*

Consumers' Counsel, Donald E. Montgomery; Consumers' Service Section, Chief, Mary Taylor; Editorial Assistant, Anne Carter; Contributing Writers: Lewis Carliner, Mary Stephenson, Jane Whitbread; Photographic and Art Work, Theodor Jung.

CONSUMERS' GUIDE is printed with the approval of the Bureau of the Budget as required by Rule 42 of the Joint Committee on Printing. Official free distribution, 150,000 copies per issue. Additional copies may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., 5 cents a copy, or by subscription, 50 cents a year, domestic; 80 cents a year, foreign. Postage stamps will not be accepted in payment.

NUMBER 10

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